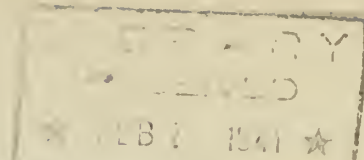


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Peanuts by the Ton



A broadcast by Miss Ruth Van Deman, Bureau of Home Economics, Mr. Albert Dickson, Surplus Marketing Administration, and Mr. Wallace Kadderly, Office of Information, Tuesday January 28, 1941 in the Department of Agriculture period of the National Farm and Home Hour, by the National Broadcasting Company and a network of 89 associate radio stations.

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WALLACE KADDERLY:

Now as usual on Tuesday, here's Ruth Van Deman to give the news from over Bureau of Home Economics way. And today, Miss Van Deman has with her a guest, a speaking guest--Mr. Albert Dickson, the man in charge of the peanut marketing program for the Surplus Marketing Administration. So from their own special angles Miss Van Deman and Mr. Dickson are going to turn the spotlight on the peanut--the once humble, lowly peanut--a crop that today has a value of 53 million dollars--and grows on 3 million acres--on more than 130 thousand farms--in 12 states. So we call it now the highly honorable peanut.

RUTH VAN DEMAN:

How about the versatile peanut?

DICKSON:

Now, ma'am you've got something there. Versatile--that's the best name for the peanut I've heard yet. Every year more and more uses are being found for the peanut.

KADDERLY:

The peanut is to the Cotton Belt, what the soybean is to the Corn Belt--a means of diversifying farming and bringing in cash to the farmer.

DICKSON:

But it isn't all plain sailing. There are lots of practices in growing and marketing peanuts that can be improved. And there's still a lot to be done in developing new peanut products, and in getting consumers interested in some of the fine products we already have.

VAN DEMAN:

Such as peanut oil--perhaps.

DICKSON:

Yes, ma'am. That's one.

VAN DEMAN:

The Bureau of Home Economics studies on oil for deep-fat frying certainly gave peanut oil a high rating. We found it excellent for frying potato chips, doughnuts, croquettes, fish, oysters---and food you want to cook in a kettle of deep fat. Peanut oil can take so much heat before it begins to smoke and scorch that it allows food to cook thoroughly and yet it browns beautifully on the outside.

DICKSON:

Yes, the chemists say peanut oil is a very fine oil.

A lot of peanut oil goes into "nut" margarine and vegetable shortening and cooking fats of one kind and another.

(over)

VAN DEMAN:

I still think women would be glad to find peanut oil labeled as such, in household size cans, in the neighborhood grocery store.

DICKSON:

The retailing of peanut oil on a large scale is one of those things that are still to come.

KADDERLY:

How much of the peanut crop goes into oil?

DICKSON:

That's hard to say. It varies so much from year to year. The last few years it's been about a fourth of the crop. For the 1940 crop it will be something over 200,000 tons.

KADDERLY:

200,000 tons, a fourth of the crop, goes into oil. Then the 1940 total crop is more than 800,000 tons.

DICKSON:

806,000 tons to be more exact. Or about a billion and a half pounds in round numbers.

VAN DEMAN:

When you gentlemen get to rounding off peanuts by the billions of pounds, you might just as well be talking about the mileage from here to the sun, or the moon.

DICKSON:

Let's put it this way.

Suppose we spread out our 1940 peanut crop 10 feet deep over a chain of Washington city blocks.

VAN DEMAN:

All right.

DICKSON:

Then, hitching the blocks together we'd have a chain about 25 miles long covered with peanuts.

VAN DEMAN:

Oh I see. A strip of peanut carpet... 10 feet deep --- 25 miles long ---and a city block wide. That's still some stretch for my imagination.

DICKSON:

Maybe we'd better stick to things like peanut butter and peanut candy.

KADDERLY:

Well, now that's a language I can understand.

DICKSON:

It is amazing how the market for peanut butter has developed. A third of the crop goes into peanut butter now. A fifth into candies. Another fifth into salted peanuts. And the remainder are roasted in the shell.

KADDERLY:

To sell at the ball park and the street-corner stand.

VAN DEMAN:

And for the children to eat and to feed to the elephant at the circus and the zoo---especially those big double jointed fellows, I mean the double jointed peanuts.

DICKSON:

Yes, ma'am, that's right. A peanut broadcast would not be complete, if we didn't mention jumbo peanuts and Jumbo Elephant's appetite for peanuts. The peanut vendor with his basket of hot roasted peanuts really gave the peanut industry its start.

That was before you home economics people came along and pointed out the remarkable food values of the peanut.

VAN DEMAN:

The whole story on food value probably hasn't been found out yet. But we do know that peanuts--like peas, beans, and all members of the legume family--are rich in protein. It's vegetable protein, of course---not of such a high order as the protein of meat, milk, eggs---the proteins that come from animal sources. But there's something very interesting about peanut protein. When it's eaten with the proteins of wheat, the combination is a much higher quality protein, which the body can use very efficiently.

KADDERLY:

Ruth, is that the why of peanuts being included in low cost meals?

VAN DEMAN:

One of the whys. Another is the fat in the nuts.

DICKSON:

For calories, you mean.

VAN DEMAN:

More than just calories. Calories, as you know, are a measure of heat and energy.

KADDERLY:

Something we need on a cold winter day like this to help keep us warm.

VAN DEMAN:

But fat does more for our food than just furnish energy. It makes it taste rich and good. Also the fat in food slows down digestion. It makes a meal stay by you---stick to the ribs, as my father used to say---so you don't get too hungry before the next meal.

So the peanut fits right in for all sorts and kinds of cheap, substantial dishes. Besides the protein and fat, the peanut's a good source of Vitamin B₁, the vitamin there's so much commotion about now. The nutrition experts say we need more Vitamin B₁ than many of us are getting with so much of our food in highly refined form.

KADDERLY:

Ruth, you know there's something else we haven't mentioned about peanuts—something that would make me eat peanuts if there weren't a single vitamin or calorie in a barrelful.

VAN DEMAN:

In a ton, Wallace, —always speak of peanuts by the ton.

KADDERLY:

I'll do that from now on—you know fresh roasted peanuts have a flavor about them and a crisp crunchiness—a come-on I guess you'd call it, that makes you hungry just to think about it.

DICKSON:

Now, Mr. Kadderly, if you're coming down to cases, I want to get in my word for baked peanut loaf. The home economics people made one I thought was the best thing I ever ate. Miss Van Deman, you must have the recipe for that.

VAN DEMAN:

I think it's in our nut bulletin — "Nuts and ways to use them". I'm sure there's a recipe there for peanut and carrot loaf.

DICKSON:

Does it have onion in it too.

VAN DEMAN:

I'm not sure. But the cook can easily put some in. Onions are optional. I know I'd like some little crunchy pieces of peanut broken up in the brown sauce to go with the peanut loaf.

KADDERLY:

I don't believe I can stand any more of this hunger provoking peanut talk—not before lunch.

VAN DEMAN:

Just one more suggestion and I'll sign off. This comes from Mr. Harold Clay in the Agricultural Marketing Service. You know him of course.

KADDERLY:

I do. He compiles the crop reports on peanuts.

VAN DEMAN:

And on honey too. I think that combination of peanut crop reports and honey crop reports must account for his favorite kind of a sandwich. It starts with bread—a slice of whole wheat bread. Butter that with regular butter. Then spread that with strained honey, and over that add a layer of peanut butter.

KADDERLY:

Peanut butter and cow's butter with honey in between and another slice of bread.

VAN DEMAN:

That's optional too, depending on whether you like open-face or closed sandwich.

KADDERLY:

I'll try it both ways and see.

VAN DEMAN:

Be sure to report to Mr. Clay. It will be a change from the dry statistics that come to him every day.

KADDERLY:

We're very much indebted all the same to Mr. Clay for his statistics we use so often in these broadcasts.

And thank you, Ruth, for bringing Mr. Dickson today for this brief round-up of information on peanuts.

Farm & Home friends, (ad lib offer of "Nuts and ways to use them!")

